Subject: CCA Delivers: Treasures on May 17, Livability & Tourism Cmte and more
From: "Central City Association" <toh@ccala.org>
Date: 4/26/18, 2:29 PM
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CCA Delivers

April 26, 2018
CCALA.org

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CCA EVENTS & COMMITTEES

Tuesday, 5/1, 2:30 pm
Governor Series: A Conversation with Antonio Villaraigosa

Thursday, 5/3, 2 pm - 3 pm
Naming of Carol Schatz Square
NW Corner of Hope & Wilshire

Thursday, 5/17, 11 am - 1:30 pm
24th Annual Treasures of Los Angeles
JW Marriott at LA LIVE

Thursday, 6/21, 11 am - 1:30 pm
Housing Panel & Showcase
Westin Bonaventure

MEMBER EVENTS

Thursday, 4/26, 9 am - 3 pm
USC Economic Development Summit

Saturday, 5/12, 7 pm
Celebrate: Identity - A+D Museum Gala

Wednesday, 5/23, 7:30 am – 12:30 pm
Dr. Lucy Jones – Science and Society Symposium
(CCA members receive 25% off with code *CCAVIP*)

Wednesday, 5/23 - Thursday, 5/24
World Trade Center LA's 2018 Select LA Investment Summit

24th Annual Treasures of Los Angeles

It's your last chance for tickets or a digital sponsorship for our **24th Annual Treasures of Los Angeles** on **May 17** at the **JW Marriott LA LIVE**! We are excited to have you join us to celebrate our honorees this year: **Janet Evans**, Olympic Gold Medalist Swimmer; **Jonathan Gold**, LA Times Restaurant Critic; **LA Fire Department** (accepted by Chief Ralph Terrazas); and **Sam Nazarian**, SBE. **Council President Wesson** will be the emcee. Please contact Nhien Lasky, Vice President of Strategic Relations, with any sponsorship questions.

Livability & Tourism Committee

Left: Alpine Recreation Center Expansion, Ord & Yale Park | Right: Artwork by Andre Miripolsky

This week at our Livability & Tourism Committee meeting, CCA members heard updates about the LA Historama project, the Alpine Recreation Center Expansion project and Prop 68.

- Artist **Andre Miripolsky** gave an update about LA Historama, a large-scale mural proposed for the new Los Angeles Convention Center framed by the LA River and spanning the city's history. This collaboration between Miripolsky, Judson Studios and Standard Vision could be the largest stained-glass mural installation in the United States at up to 12,000 square feet.
- **Evan Mather**, AHBE Landscape Architects, and **Neil Drucker**, Department of Public Works, provided a design overview of the Alpine Recreation Center Expansion project. Scheduled for completion in Fall 2019, Chinatown will see a full use of the steep hillside at Ord and Yale Streets with three gathering spaces and views of LA and the San Gabriel Mountains. The full presentation can be found here.
- **Marissa Christiansen**, Friends of LA River, presented the Parks, Environment and Water Bond, or Prop 68, which will be on the California ballot on June 5. If passed, it would allow the State to utilize $4 billion in General Obligation bonds for natural resources and open space-related projects, averaging $200 million annually over 40 years. The committee recommends that CCA endorse Prop 68. The full recommendation will be made by CCA's Executive Board. The full presentation can be found here.

Administrative Approval for On-Site Alcohol Consumption

The City is considering adopting an administrative approval process for on-site alcohol consumption (CUBs), and CCA spoke in support of the proposal at last week's Ad Hoc Committee on Comprehensive Job Creation. For restaurants that close by 11 pm, operate a full kitchen during business hours, and meet various other objective standards and operating agreements, CUBs could be issued approximately two weeks after

application at a cost of $3,000, rather than the current six-month, $12,500 process. To read more about the proposed changes and business requirements, you can read the Department of City Planning's report here.

big Art | big Impact

CCA worked with **Piece by Piece** and **Skid Row Housing Trus**t to convene a meeting about their new campaign called big Art | big Impact. We discussed the importance of a visual landscape and how we need innovative public art to make DTLA a world-class urban center for residents, employers and visitors. Piece by Piece not only helps beautify DTLA but also supports people who are moving out of homelessness and work to rebuild their lives. We look forward to continuing our work together to enhance the vibrancy of DTLA. Please contact Dawn Mendelson, Program Director, if you are interested in being a part of this campaign.

Lightstone's Fig + Pico at Economic Development Committee

Lightstone's Fig + Pico project, which will provide more than 1,100 hotel rooms and 13,000 square feet of commercial space adjacent to Metro's Pico Station, was heard at the Economic Development Committee this week. The committee approved the Hotel Development Incentive Agreement and approved the sale agreement of a City-owned parcel. It is now pending at PLUM Committee.

Urban Offerings and REALM Group's Fashion District Residences at PLUM

The Fashion District Residences project, developed in partnership by **Urban Offerings** and **REALM Group**, was heard at PLUM this week. Located at 7th and Maple Streets, the project will replace a parking lot with a 33-story tower composed of 452 residential units (11% dedicated to very low-income households). It was approved by PLUM and is pending at City Council.

Angel City Brewery at Central Area Planning Commission

Angel City Brewery is planning to expand seating into their outdoor patio, and this proposal was heard at Central Area Planning Commission this week. The plan will add 128 more seats for their establishment with mitigations for noise. The commission approved the project, which is slated to be completed by the end of this year.

CCA IN THE NEWS

"Luncheon Keynote Speaker **Jessica Lall**, President & CEO of the Central City Association, addressed the key points made by the panel and impressed upon the need for continued work in these areas to encourage revitalization while cautioning Angelenos to be thoughtful and support initiatives with long-term solutions."
Watch Jessica Lall's presentation here starting at 2:14:35.
Cal State LA College of Business & Economics News, John Gerro Real Estate Symposium 2018

CCA MEMBERS IN THE NEWS

"They supported downtown before it was the thing to do, and they supported making the arts accessible to everyone. They've kept up with the times, now (many are) the leaders of Los Angeles who happen to be women. It's a very different organization, but it absolutely has the same philosophy and mission that it has always had." - **Howard Sherman, Music Center**
LA Business Journal, Same Ribbon, New Rep, 4/20/18

"The economy in LA is healthy. Everyone who has a development practice is going to have an increase in growth." - **Harvey Englander, Englander Knabe & Allen**
LA Business Journal, Lobbyists, PR Firms Up, 4/20/18

NEW MEMBERS

ACB
AMERICAN CONTEMPORARY BALLET

American Contemporary Ballet presents original ballets and masterworks - always to live music - in a skyscraper performance space surrounded by stunning 360-degree views of Downtown Los Angeles.
(Contact: Karinn Cologne)

S360

Strategies 360 is a full-service research, public affairs and communications firm, bringing deep expertise, providing a full range of services, and promising sharp strategic thinking that gets results.
(Contact: Nella McOsker)

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Central City Association of Los Angeles

Enhancing DTLA's vibrancy and increasing investment in the region

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